



KOREAN INTELLECTUAL PROPERTY  
OFFICE



KOREA WOMEN INVENTORS  
ASSOCIATION



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## INTERNATIONAL WORKSHOP

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WIPO-KIPO-KWIA/INV/SEL/14/INF/1 PROV.  
ORIGINAL: ENGLISH  
DATE: FEBRUARY 24, 2014

### **WIPO-KIPO-KWIA International Workshop for Women Inventors and Entrepreneurs 2014**

organized by  
the World Intellectual Property Organization (WIPO)  
and  
the Korean Intellectual Property Office (KIPO)  
and  
the Korean Women Inventors Association (KWIA)

**Seoul, May 20 to 22, 2014**

PROVISIONAL PROGRAM

*Prepared by the International Bureau of WIPO*

Tuesday, May 20, 2014

- 09.00 – 13.45 Study Tour to Cultural/Industrial Sites and Lunch
- 13.45 – 14.00 Opening Ceremony
- Welcome Addresses by:
- The Representative of the Korea Women Inventors Association
- The Representative of World Intellectual Property Organization (WIPO), Geneva, Switzerland
- 14.00 – 14.45 **Topic 1:** **Introduction to the World Intellectual Property Organization (WIPO) and Overview of Intellectual Property (IP) and the Role of Effective IP Asset Management in Enhancing the Competitiveness of Women Inventors and Entrepreneurs**
- Speaker: Mr. Siyoung Park, Counsellor, Small and Medium-sized Enterprises Section, Innovation Division, World Intellectual Property Organization (WIPO), Geneva
- Resources: Module One of IP PANORAMA
- 14.45 – 15.45 **Topic 2:** **“Making a Mark” – The Role of Trademarks in Branding**
- Speaker: Mrs. Susanna Leong, Vice Dean of Graduate Studies Office, NUS Business School, Singapore
- Resources: Module Two of IP PANORAMA
- 15.45 – 16.00 Tea/Coffee Break
- 16.00 – 17.00 **Topic 3:** **“Creative Expression”- Benefiting From Your Copyright and Using the Copyright Works of Others in Your Business; IP and the Digital Economy**
- Speaker: Mrs. Susanna Leong
- Resources: Module Five of IP PANORAMA

Wednesday, May 21, 2014

10.00 – 11.00 **Topic 4:** **“Inventing the Future” – The Role of Utility Models and Patents in Leveraging Technical Innovation in the Marketplace**

Speaker: Mr. Siyoung Park

Resources: Module Three of IP PANORAMA

11.00 – 12.00 **Topic 5:** **“Looking Good” – The Role of Design in Branding**

Speaker: Mrs. Susanna Leong

Resources: Module Two of IP PANORAMA

12.00 – 13.30 Lunch Break

13.30 – 14.30 **Topic 6:** **“In Confidence”- Putting in Place a Trade Secret Protection Program in an SME**

Speaker: Mrs. Susanna Leong

Resources: Module Four of IP PANORAMA

14.30 – 15.30 **Topic 7:** **Exploiting Intellectual Property Assets; Licensing 1**

Speaker: Mr. Philip Mendes, IP Lawyer, Innovation Law, Brisbane, Australia

Resources: Module Seven and Twelve of IP PANORAMA

15.30 – 15.45 Tea/Coffee Break

15.45 – 17.00 **Topic 8:** **Presentation of outstanding case of Korean woman inventor-entrepreneur**

Speaker: TBD

Thursday, May 22, 2014

10.00 – 11.00 **Topic 9: Shaping Business Strategy Through Competitive Intelligence – Strategic Use of Intellectual Property Information**

Speaker: Mr. Siyoung Park

Resources: Module Six of IP PANORAMA

11.00 – 12.00 **Topic 10: Exploiting Intellectual Property Assets; Licensing 2**

Speaker: Mr. Philip Mendes

Resources: Module Seven and Twelve of IP PANORAMA

12.00 – 13.30 Lunch Break

13.30 – 14.30 **Topic 11: Exploiting Intellectual Property Assets; Licensing 3**

Speaker: Mr. Philip Mendes

Resources: Module Seven and Twelve of IP PANORAMA

14.30 – 16.00 **Topic 12: Cultural Program – TBD**

Speaker: TBD

16.00 – 17.00 **Survey and Closing Ceremony**

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